

## Claims

1. A method of interworking between a mobile terminal and a local service in which information is conveyed between the local service and the mobile terminal over a local wireless communication channel, the method comprising:

broadcasting from the local service, over the wireless communication channel, service notification messages; and

conducting a mobile terminal identification process between a mobile terminal and the local service over the wireless communication channel, said process only proceeding if the mobile terminal is present within a localised region which is a sub-region of the region over which said service notification messages are broadcast.

2. A method according to claim 1, wherein the mobile terminal is a cellular radio telephone or smart phone which communicates with a cellular radio network using a communications protocol distinct from the protocol used over said local communication channel.

3. A method according to claim 1 or 2, wherein the service notification messages are broadcast from the local service via a broadcast antenna and the identification phase is carried out using a directional antenna or receiver provided at the local service.

4. Apparatus for interworking between a mobile terminal and a local service in which information is conveyed between the local service and the mobile terminal over a local wireless communication channel, the apparatus comprising:

a local system having transmitting means for broadcasting from the local service, over the wireless communication channel, service notification messages; and

at least one mobile terminal arranged in use to conduct an identification process with the local service over the wireless communication channel, said process only proceeding if the mobile terminal is present within a localised region which is a sub-region of the region over which said service notification messages are broadcast.

5. Apparatus according to claim 4, wherein the wireless communication channel is a radio channel, and the local system comprises a directional radio transmitter or receiver whose transmission/reception area defines said localised region.

6. A local service for interworking with a mobile terminal wherein information is conveyed between the local service and the mobile terminal over a local wireless communication channel, the local service comprising:

transmitting means for broadcasting, over the wireless communication channel, service notification messages;

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a directional transmitter or receiver for defining a localised transmission/reception region which is a sub-region of the region over which said service notification messages are broadcast; and

processing means for conducting an identification process with a mobile terminal over the wireless communication channel and using said directional transmitter or receiver, said process only proceeding if the mobile terminal is present within the localised region.

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